

FRESH EMPIRE RESEARCH & EVALUATION

THE FRESH EMPIRE CAMPAIGN

is grounded in scientific research and uses evidence-based practices proven to reduce youth tobacco use.

The FDA's multicultural youth tobacco prevention campaign, Fresh Empire, targets youth who identify with the hip-hop peer crowd. This is an innovative and promising segmentation approach that focuses on youth who share the same core ideals, and who have similar life experiences and common interests, known as a peer crowd. While multicultural teens identify with multiple peer crowds, the FDA is targeting multicultural youth who identify with the hip-hop peer crowd because research estimates that this audience is more likely to use tobacco than other youth. While the hip-hop culture encourages positive values such as working hard to be successful and overcoming personal struggles, at times it can also promote imagery and messages that portray tobacco use as a desirable behavior. The Fresh Empire campaign uses aspirational messaging to counter pro-tobacco imagery and to convey to youth that tobacco use is not a necessary part of hip-hop lifestyles.

FORMATIVE RESEARCH

The FDA conducted extensive research to develop effective messaging to reach our youth target audience, including multicultural youth ages 12-17 who are influenced by the hip-hop peer crowd and are either open to smoking or already experimenting with cigarettes. Strategies included:

- An extensive literature review and target audience analysis to identify and develop promising messages;
- Consultation with experts in tobacco public health education, campaign development, and hip-hop culture;
- Focus groups with members of the target audience to assess their perceptions of draft advertising concepts and brands; and
- Testing of near-final TV advertisements with more than 700 members of the target audience to measure perceived effectiveness, levels of engagement, and message comprehension.

AD COPY TESTING

Research indicated the TV ads provided understandable and engaging messages about the harms of tobacco use without potential unintended adverse or counterproductive message effects.

All ads had promising results, providing confidence they will lead to increased negative feelings about tobacco use, increased intention to not initiate, and increased intention to quit using tobacco products.



CAMPAIGN EVALUATION

The Fresh Empire campaign will be evaluated through a multi-year, nationwide study designed to measure the effectiveness of the campaign in affecting specific tobacco related attitudes and behaviors related to tobacco use. Baseline data collection for the evaluation began in July 2015 and consists of in-person and online data collection in 15 campaign-targeted markets and 15 comparison markets across the country. Baseline data collection will be followed by 3 follow-up surveys at 6-month intervals. The study design is primarily cross-sectional, with a subset of participants expected to be retained for the duration of the study.

EVALUATION RESEARCH

Evaluation results will be used to assess changes in key tobacco-related knowledge, attitudes, and beliefs over time to measure the effectiveness of the campaign. Ultimately, results will be used to determine if exposure to the campaign is associated with a decrease in cigarette smoking attitudes and intentions among multicultural hip-hop youth aged 12-17.

WWW.FDA.GOV/TOBACCPRODUCTS

U.S. Department of Health and Human Services

U.S. Food and Drug Administration